

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method for providing access to respective entity-specific photo-sharing websites for a plurality of entities, each entity controlling a set of entity-specific network-enabled image capture devices, the method comprising:

providing an online photo-sharing service ~~capable of providing configured to provide~~ access to the respective entity-specific photo-sharing websites for each of the entities, wherein one or more of the entity-specific photo-sharing websites is customized for a corresponding one or more of the plurality of entities; and

providing software for the entity-specific network-enabled image capture devices, including a TCP-IP protocol stack that enables communication between the entity-specific network-enabled image capture devices and the online photo-sharing service via an Internet connection, that causes the entity-specific network-enabled image capture devices to transmit entity ID information when the entity-specific network-enabled image capture devices transmit images to the photo-sharing service over the Internet connection, such that wherein when the entity-specific network-enabled image capture devices connect to the photo-sharing service via the Internet connection, the photo-sharing service uses the entity ID received from the entity-specific network-enabled image capture devices to automatically associate the images received from the entity-specific network-enabled image capture devices with the photo-sharing website of the identified entity.

2. (Currently Amended) The method of claim 1 further including storing the entity ID in the entity-specific network-enabled image capture devices during manufacturing.

3. (Currently Amended) The method of claim 1 further including storing the entity ID in the entity-specific network-enabled image capture devices subsequent to manufacturing.
4. (Previously Presented) The method of claim 2 further including providing a plurality of entity IDs, wherein each entity ID identifies a different entity.
5. (Previously Presented) The method of claim 4 further including providing an entity ID identifying a camera manufacturer and an entity ID identifying a user.
6. (Previously Presented) The method of claim 5 further including storing an entity account in a database corresponding to different entity IDs.
7. (Previously Presented) The method of claim 6 further including associating with each of the entity accounts, web pages comprising the corresponding entity-specific photo-sharing website, and user account numbers of authorized users.
8. (Currently Amended) The method of claim 7 further including matching the entity ID information received from each entity-specific network-enabled image capture device with the corresponding entity account in the database.
9. (Previously Presented) The method of claim 8 further including automatically associating the received images with the entity-specific photo-sharing website of the identified entity.
10. (Currently Amended) An online photo-sharing system, comprising:
an online photo-sharing service for providing access to respective photo-sharing websites for a plurality of entities, wherein each of the entities controls a set of network-enabled digital cameras and one or more of the photo-sharing websites is customized for a corresponding one or more of the plurality of entities; and

digital camera software that is customized for each of the entities, including a TCP-IP protocol stack that enables communication between the digital cameras and the online photo-sharing service via an Internet connection, ~~such that~~ wherein when the software customized for ~~a particular~~ an entity is executed in the entity's network-enabled digital cameras during the Internet connection to the photo-sharing service, the software causes the network-enabled digital cameras to automatically upload images and transmit the entity ID information for the ~~particular~~ entity to the photo-sharing service over the Internet connection, allowing the photo-sharing service to use the entity ID information received from the network-enabled digital cameras to automatically associate the uploaded images with the photo-sharing website for ~~that particular~~ the entity.

11. (Canceled)
12. (Previously Presented) The online photo-sharing system of claim 10 wherein the entity ID is stored in the network-enabled digital camera during manufacturing.
13. (Previously Presented) The online photo-sharing system of claim 10 wherein the entity ID is stored in the network-enabled digital camera subsequent to manufacturing.
14. (Previously Presented) The online photo-sharing system of claim 13 wherein at least one set of network-enabled digital cameras is controlled by a hierachal relationship of entities.
15. (Previously Presented) The online photo-sharing system of claim 14 wherein the network-enabled digital camera transmits the entity ID of each of the entities in the hierachal relationship.
16. (Original) The online photo-sharing system of claim 15 wherein the entities include at least one of a camera manufacturer, a business, a government agency, and end-users.

17. (Previously Presented) The online photo-sharing system of claim 10 wherein the online photo-sharing service includes a server and a database for hosting the respective websites.

18. (Previously Presented) The online photo-sharing system of claim 17 wherein the database stores entity account information for each one of the entities.

19. (Previously Presented) The online photo-sharing system of claim 18 wherein the server matches each one of the entity IDs received with one of the entity accounts.

20. (Previously presented) The online photo-sharing system of claim 19 wherein the online photo-sharing service derives revenue from the entities.

21. (Original) The online photo-sharing system of claim 20 wherein the online photo-sharing service shares revenue with multiple entities that are in a hierachal relationship.

22. (Currently Amended) The online photo-sharing system of claim 20 wherein ~~the respective websites are customized for each of the entities, such that when users visit the respective websites over the network, it appears to the user that the respective websites are presented as being hosted by the corresponding entities.~~

23. (Currently Amended) A method for automatically sending images from entity-specific cameras to entity-specific websites, comprising:

customizing a plurality of entity-specific cameras for different entities by loading at least one entity ID into the camera;
providing an online photo-sharing service for accessing a plurality of photo-sharing websites;

providing the plurality of entity-specific cameras with a TCP-IP protocol stack for allowing the entity-specific cameras to communicate with the online photo-sharing service over an Internet connection;

customizing each of the photo-sharing websites for a respective entity to create entity-specific websites, each of the entity-specific websites being identified by a respective entity ID;

transmitting the respective entity ID for a particular entity-specific website from the camera to the photo-sharing service when uploading images from the camera to the photo-sharing service via the Internet connection; and

receiving the images and the entity ID from the camera and associating the images with the particular entity-specific website identified by the entity ID.

24. (Currently Amended) The method of claim 23 further including customizing at least one of the entity-specific cameras for a hierachal relationship of entities.

25. (Previously Presented) The method of claim 24 further including providing the entity ID as a set of hierachal entity IDs.

26. (Previously Presented) The method of claim 25 further including storing the entity-specific websites on a database accessed by a server.

27. (Previously Presented) The method of claim 26 further including creating an entity account in the database for every entity ID, and associating each of the entity-specific websites with the corresponding entity account.

28. (Previously Presented) The method of claim 27 further including associating URL's of the entity-specific websites with the corresponding entity accounts in the database.

29. (Currently Amended) The method of claim 28 further including matching a received entity ID with one of the entity accounts in-order to associate the received images with the entity-specific website.

30. (Currently Amended) The method of claim 29 further including transmitting a user entity ID with the entity ID, and creating a user account in the database corresponding to the user ID, such that wherein the received images are associated with the users account in the corresponding entity-specific website.

31. (Previously Presented) The method of claim 1 wherein providing software for the entity-specific network-enabled image capture devices further includes:

 providing a default internet service provider connection information.

32. (Previously Presented) The system of claim 10 wherein the network-enabled digital camera further includes:

 default internet service provider connection information.

33. (Currently Amended) The method of claim 23 further comprising:

 providing the plurality of entity-specific cameras with default internet service provider connection information.

34. (Currently Amended) An online photo-sharing system, comprising:

 an online photo-sharing service for hosting respective websites for a plurality of entities, wherein each of the entities controls a set of network-enabled digital cameras and one or more of the websites is customized for a corresponding one or more of the plurality of entities, the set of network-enabled digital cameras including digital camera software that is customized for each of the entities, including a TCP-IP protocol stack that enables communication between the network-enabled digital cameras and the online photo-sharing service via an Internet connection, such that wherein when the software customized for a

particular entity is executed in the entity's network-enabled digital cameras during the Internet connection, the software causes the network-enabled digital cameras to automatically upload images and transmit the entity ID information for the particular entity to the photo-sharing service over the Internet connection, allowing the photo-sharing service to use the entity ID information received from the network-enabled digital cameras to automatically associate the uploaded images with the photo-sharing website hosted for that particular entity.

35. (Currently Amended) An online photo-sharing system, comprising:

a plurality of network-enabled digital cameras for accessing an online photo-sharing service for hosting respective websites for a plurality of entities, wherein each of the entities controls at least one of the network-enabled digital cameras and one or more of the websites is customized for a corresponding one or more of the plurality of entities, each of the plurality of network-enabled digital cameras including digital camera software that is customized for each of the entities, including a TCP-IP protocol stack that enables communication between the network-enabled digital cameras and the online photo-sharing service via an Internet connection, such that wherein when the software customized for a particular entity is executed in the entity's network-enabled digital cameras during the Internet connection, the software causes the network-enabled digital cameras to automatically upload images and transmit the entity ID information for the particular entity to the photo-sharing service over the Internet connection, allowing the photo-sharing service to use the entity ID information received from the network-enabled digital cameras to automatically associate the uploaded images with the photo-sharing website hosted for that particular entity.

36. (Currently Amended) The method of claim 1, wherein the online photo-sharing service is capable of hosting configured to host the entity-specific photo-sharing websites for each of the entities.

37. (Previously Presented) The method of claim 1, wherein the entity specific photo-sharing websites are hosted outside of the photo-sharing service.

38. (Currently Amended) The online photo-sharing system of claim 10 wherein the online photo-sharing service ~~is capable of accessing~~ is configured to access a server and a database outside of the photo-sharing service for hosting the respective websites.

39. (Previously Presented) The method of claim 26, wherein the database storing the entity-specific websites is included within the photo-sharing service.

40. (Previously Presented) The method of claim 26, wherein the database storing the entity-specific websites is arranged outside the photo-sharing service.